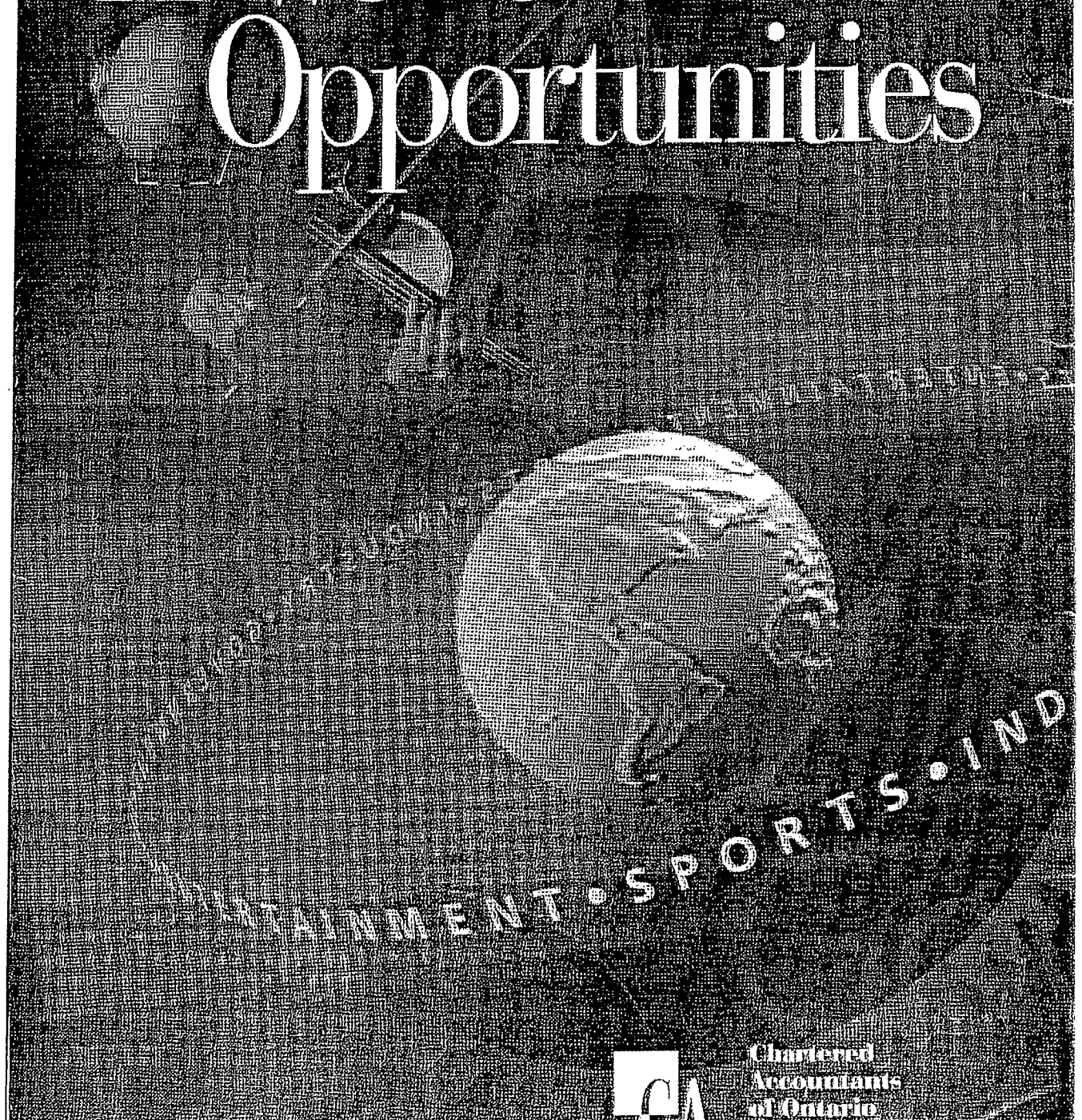
Chartered Accountancy

A World of Opportunities



CA Chartered Accountants of Ontario

CA ONTARIO
Chartered Accountants Provide...
...Strength Beyond Numbers

CA PROFILES

Dot.Com Guru

"I am not a technical geek," says Internet guru Jim Carroll. "I am a CA who has been dealing with technology for 20 years, which means I approach technology with an understanding of business."

Jim's combination of business experience, computer knowledge and communications savvy has made him one of Canada's most sought-after authors, speakers and columnists. To date, the 28 books Jim has written, including the *Canadian Internet Handbook, Light Bulbs to Yottabits* and *Selling Online* - which Jim co-authors - have sold in excess of 650,000 copies.

Jim began "fooling around" with computers in the early 1980s while working at a national public accounting firm. Soon he was introducing new technology to the firm's offices around the world. In 1990, he decided to try his hand at consulting, writing and speaking, and established his own home-based company.

How does Jim keep up to date with technological advancements? "I read a lot. My exercise bike is surrounded by seven computers, so every day I cycle and read at the same time."

Jim says the CA designation provides "an unparalleled understanding of what business is all about. Even in the dot.com universe, you need skills with longevity. The CA gives you that."

The Centre of the Action

Running Canada's foremost capital market is "hugely exciting and demanding," says Barbara Stymiest, President and CEO of the Toronto Stock Exchange (TSE).

"We are the barometer of the Canadian economy," explains Barbara, who previously served two years as TSE Chair. "Forty per cent of Canadians own stocks, directly or indirectly, and our web site gets an average of 11 million hits daily."

As President and CEO, Barbara works with the Board to set the TSE's strategic direction. "Technology and globalization are creating dramatic